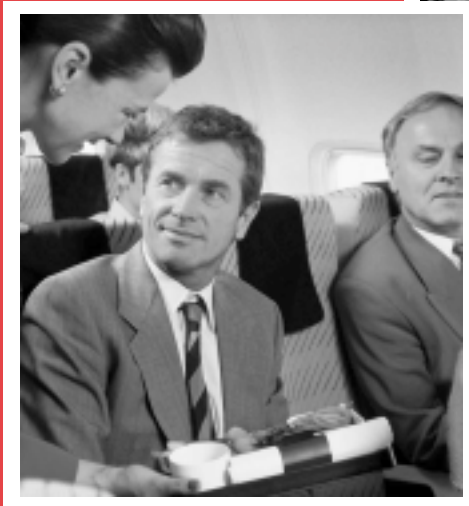


Introducing You To

**Dunhill International List Co., Inc.
List Services**



dunhill
International List Co., Inc.

Experience the Dunhill Difference

Table of Contents

Welcome to Dunhill’s List Services1

About Dunhill1

Our Goals1

Scope of Services2

 Databases

 List Hygiene

 Telephone or E-mail Address Appending

 E-mail Surveys for Sales Leads

Availability and Access to Services3

Customer’s Rights3

Customer Responsibilities4

Reporting Your Concerns4

Limitations of Usage5

Terms and Conditions5

Web Site5



Welcome to Dunhill's List Services

When it comes to mailing, e-mail or telemarketing lists, Dunhill International List Co. has the knowledge and resources you need to help you target the people and companies most likely to buy your products or services. Our mission is to ensure that your direct mail, telemarketing or e-mail experience is as convenient and as profitable as possible. Please read through Dunhill's List Services from beginning to end and keep it on hand for reference should general questions arise. For specific questions or for any other assistance, please call our toll-free number 1-800-DUNHILL (386-4455).

About Dunhill

Dunhill International List Company was founded in 1938 to provide mailing lists for the direct marketing industry. Over the years, Dunhill has evolved into a one stop shop for your mailing list and database needs. Dunhill represents most mailing list owners in the country as well as maintaining many large databases.

Dunhill compiles one new mailing list each working day and is looked upon as a source for many hard-to-find categories. Dunhill also provides telemarketing and e-mail lists so their marketing clients can employ multi-channel advertising to sell their products or services. Dunhill is the America's largest compiler of specialized mailing lists.

Our Goals

The goal of Dunhill is to be a national provider of high quality, comprehensive and accurate lists of prospects for direct marketers, while providing appropriate cost effective advice in collaboration with list professionals, ad agencies and marketers alike.



dunhill
International List Co., Inc.

est.
1938

**One Park Place
621 NW 53rd Street
Boca Raton, FL 33487-8239
561-998-7800 • fax 561-998-7880
1-800-DUNHILL (386-4455)**

www.dunhills.com dunhill@dunhills.com

Experience the Dunhill Difference

Scope of Services

Dunhill's services provide an extensive line of business and consumer mailing, e-mail and telemarketing lists.

Our skilled, experienced personnel includes

- Administrative Managers
- Sales Personnel
- Sales Assistants
- E-Mail Marketing Specialists
- Research Professionals
- Technical Computer Personnel
- Support Services

Databases

- **Associations** - clubs, organizations, fraternal
- **Big Business Executives**
- **Brides to Be**
- **Business Book Buyers**
- **Businesses by SIC** - employee size, sales volume, contact name
- **Consumers** by age & income
- **Donors by Category**
- **Executives** - 200 different job functions
- **Expectant Mothers**
- **Fax Numbers**
- **High Tech Buyers**
- **Homeland Security Executives and Officials**
- **Hispanic Households**
- **Institutions** - hospitals, schools, churches, museums, nursing homes, etc.
- **Investors** by type of investment with telephones
- **Lifestyle categories include massive files of:**

Vacationers	Gamblers
Golfers	Computer Owners
Cruise Passengers	Investors
Timeshare Owners	Sportsmen
- **Lawyers and Accountants**
- **Mail Order Buyers** by products purchased
- **Management Officials** - senior and middle level at home or office address
- **Medical and Dental Lists**
- **Millionaires**
- **The Mortgage File**
- **New Baby Market**
- **New Movers**
- **Nurses**
- **Occupations** - 200 categories at home address
- **Opinion Molders** - government, industry, media, education, science, communications
- **Pet Owners**
- **Professionals at Home**
- **Professional Lists** - all categories

- **Real Estate agents and brokers**
- **Residential files** - with demographics
- **Sales Leads** - Business/Consumer
- **Seminar Attendees** - Business/Consumer
- **Sportsmen** - golfers, airplane owners/pilots, yacht owners - age/income
- **State licensed white and blue collar categories**
- **Teachers** - all levels - all subjects
- **The Teen Scene**
- **Telemarketing Lists** - Scrubbed - Do Not Call file
- **Therapists** - respiratory/hearing & speech/physical
- **Upscale Senior Database**
- **Wealthy Individuals** - Home/Business address

List Hygiene

Your customer or prospect list will be cleaned and updated overnight by comparing it to the postal National Change of Address file that covers a 4 year period. Residential lists change at a rate of 18% per year. We provide deliverable addresses using official information provided on a monthly basis. We also offer merge/purge services to combine multiple lists and remove duplicates.

Telephones or E-mail Addresses

Every file with consumer telephones is matched against the FTC 'Do Not Call List' and is upgraded quarterly for continued adherence to this legislation.

Dunhill adheres to the following principles of responsible e-mail marketing outlined in the "Can Spam Act of 2003."

1. An honest subject line.
2. No forging of headers or technological deceptions.
3. Identity of the sender, which includes a "physical" address.
4. An opt-out that works and is easy to find and easy to use.

Appending

Appending e-mail addresses will save communication costs. E-mail increases conversion rates by the use of a multi-channel marketing strategy, deploy marketing campaigns faster and receive more quantifiable results. Reconnect with your customers and inquirers by updating their e-mail addresses.

Your choice -

1. Have e-mail addresses appended and returned to you
2. Have Dunhill maintain your file and perform the transmissions

Prices offer intriguing possibilities for serious Business-to-Business or Business-to-Consumer marketers.

E-mail Surveys for Sales Leads

We will provide sales leads in 48-72 hours by conducting a survey to businesses or consumers. E-mails are sent to opt-in or permission based names. We'll help design the survey questions at no cost. The rates and the quality of the leads will amaze you.

Availability & Access to Service

Dunhill is available 5 days a week from 8:30 AM to 6:30 PM Eastern Time. Our toll-free number is 1-800-DUNHILL (386-4455). Our office is fully staffed during normal business hours Monday through Friday. If a specific person is unavailable, please leave a message and your call will be returned promptly.

Customer's Rights

Dunhill supports a customer's right to self determination through informed decision making. Therefore we are providing you with the following list which outlines your rights and privileges.

- 1. Access to list.** You will receive appropriate list recommendations and professional quality services regardless of the size of your company, the product or service offered or the value of the assignment. You have the right to be served by professionals who are properly trained and competent to perform their duties correctly.
- 2. Respect and Dignity.** You will receive respectful consideration at all times, with full recognition of your direct marketing needs. You have the right to be free from telephone abuse or from overzealous sales practices.
- 3. Privacy and Confidentiality.** All the information provided to you in e-mail or verbal communications, written documentation in regards to lists used or prices paid is private. Your records and communications will be treated confidentially and will only be accessed by appropriate staff members.
- 4. Informed Decision Making.** You will receive information necessary to provide an informed decision regarding our products and services. This includes datacards, computer reports, e-mail delivery records to include open, click through and opt-out information.
- 5. Communications.** You are urged to fully communicate with members of our company staff. Any questions regarding our billings may be discussed with our accounts receivable department. Any adjustment to invoices will be examined quickly and answered promptly.
- 6. Refusal or Cancellation.** You may cancel your list order at any time. However, should the list service be completed you are obligated to pay for the services rendered. Should you decide to cancel your order while in progress, your obligation is restricted to that portion of the work completed at a reduced rate.
- 7. Continuity of Deliverability.** You may expect all list deliveries or e-mail processing and transmissions to be provided in a timely manner. You will be notified within a reasonable time if any delay will occur.
- 8. Charges for Service.** You will be informed of the cost of our services or policies concerning payments and extent of your liability. You will receive a proforma invoice containing estimated costs and a final invoice containing complete information for each list order. You may request a an itemized and detailed explanation of the total bill including charges for list formats, shipping costs and appropriate taxes.
- 9. Resolution of Customer Complaints.** You may voice your complaints or question your assignment with your account executive or

our customer service department at any time without delaying or interrupting the list processing procedures.

- 10. Advance Directive.** You may make choices about future purchases at any time in accordance with applicable terms and conditions. Upon your request, Dunhill will advise you of the extra costs associated with unlimited use of a list...the addition of telephone numbers ...the appending of demographic information ...the addition of new files to an existing order, etc.

Customer Responsibilities

When Dunhill provides their various services, customers are required to provide information that will permit the process of list fulfillment to benefit the customer.

- 1. Provision of information:** You have the responsibility to:
 - Provide Dunhill with accurate and complete information regarding name, address, telephone and fax numbers to facilitate delivery and invoicing procedures.
 - Provide Dunhill with the name of the marketer in all cases where our instructions and orders are received from list industry professionals.
 - Provide written confirmation of all credit information that is required.
 - Provide a signed order when required.
 - Provide complete information regarding the list selection, geographic requirements, quoted prices and other details that will assist in eliminating any omissions or complaints.
- 2. Compliance with Ethical Business Practices.** Dunhill follows The Direct Marketing Association's Guidelines for Ethical Business Practice. (see a copy of these business practices online at www.the-dma.org) Dunhill at all times provides information as accurately as possible.
- 3. Refusal or Non-compliance.** You are responsible for your decision should you choose not to use the lists or services provided. Dunhill shall not be responsible for refunds or voiding of invoices in the case

of non-use for whatever reason whatsoever. Any cancellation must be received in writing prior to completion or delivery of the merchandise or services rendered.

- 4. Financial Matters.** You are responsible for assuring that your financial obligations for list procurement or other services provided by Dunhill are fulfilled promptly.

Reporting Your Concerns

Dunhill List Services is committed to providing services and lists that meet with your specifications and satisfaction. If, at any time, a situation exists with your list selection or any of the demographic or psychographic choices associated with this activity, or delivery dates, whether e-mail transmission or list delivery, please contact us right away.

We recognize that there may be times when you need to voice a grievance or have a complaint. We encourage you to call any time with your concerns.

If you have concerns or need to discuss a problem regarding the quantities, list description, delivery schedule, inaccuracies, e-mail delivery problems, etc, simply call our toll free number and speak to our customer service or production department. Our representatives will attempt to resolve the situation within their authority and if unable to do so will confer with management. Any verbal notice concerning adjustments must be confirmed in writing within 3 weeks and mailed to our customer service department.

Please be assured that Dunhill's services regards a complaint or grievance as an opportunity to improve our services and lists. We take all feedback seriously and will consider how we can improve the situation, and monitor the improvement plan.

Limitations of Usage

Unless Dunhill specifies otherwise in writing, all names are furnished for one time mailing only

by the mailer for whom the list was rented. These names are not to be duplicated, reproduced, retained, disclosed, transferred, resold or reused. In the event that unauthorized use is discovered, the customer will be invoiced for three times the original invoice amount.

Terms and Conditions

1. When ordering a mailing list, please be sure to specify exact quantities. Because of constant updating, we assume no responsibility for shortage or overruns of the printed materials.
2. Dunhill has used its best effort to provide accurate and comprehensive files. Lists are guaranteed 92% deliverable unless otherwise noted. Our liability shall be restricted solely to the cost of the list since this is the only part of the direct marketing program in our control. Dunhill does not guarantee the outcome of any mailing utilizing the names rented for a specific order.
3. In no event shall Dunhill be liable for postage charges and/or print and mailing costs. Nor shall Dunhill be liable for telephone charges for any inaccuracies in a telemarketing or e-mail campaign. Neither shall Dunhill be held responsible for punitive or compensatory damages resulting from loss of potential revenue.
4. Postage Refund -Dunhill's liability for postage refunds is limited to returned mailing pieces (nixies) received in our office within 45 days of invoice date. Outgoing postage will be refunded at the minimum bulk rate in effect at the time of mailing for all undeliverable mail IN EXCESS OF OUR GUARANTEE. Postage refunds do not apply to additional mailings of the list supplied at the same time.

Refunds or adjustments based on the quantity of undelivered mail returned by the USPS are limited to: expired forwarding order, moved, left no forwarding address, deceased, addressee unknown, unclaimed, box closed.

Terms - Full payment is required in advance from unrated firms. Terms are net cash 30 days. Bank references are required for open account. Credit application available on request. Delinquent accounts shall be liable for collection costs and reasonable attorney's fees.

Website - www.dunhills.com

You'll find much more than you bargained for when you visit our web site. You will be able to view our datacards that highlight our most popular lists, and information about our other services including e-mail address appending. You will also find information and links to the most current direct marketing news including:

- Links to information supplied by The Direct Marketing Association
- Federal Legislation concerning the Do Not Call List and Spam control laws
- Guidelines for standards in E-mail marketing
- Links to important direct marketing web sites
- Advice on how to use direct mail to enhance your marketing efforts
- Counts/Prices for over 3,000 mailing list categories.
- The difference between response lists and compiled lists
- Information on managed lists
- Dunhill press releases
- View our catalog and brochures online
- Sign up for our free **ListMagic** e-mail newsletter
- Information on sales and special offers
- Recommended guidelines to e-mail address appending
- FTC e-mail address to secure Subscriber Account Number.

Experience the Dunhill Difference
1-800-DUNHILL (386-4455)
www.dunhills.com

